

62.07

Fall 1954

RUSSWARD

Saintpaulia Growers

2416 S. MADISON AVE.

JONESBORO, ARKANSAS

Librarian, U. S. Department of Agri.
Washington 25, D. C.

Section 34.66, P.L.&R.

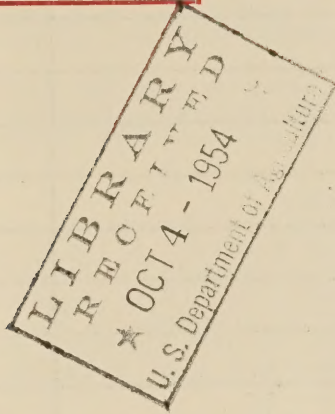
U. S. POSTAGE

P A I D

Jonesboro, Ark.

PERMIT NO. 86

Return Postage
Guaranteed

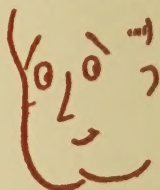


PRICE LIST

Russward Growers . . Jonesboro, Ark.

Fall, 1954

Shipping Information—All plants are 2¼ size. We ship in paper pots to minimize set-back in transit. Our list price includes the cost of packing and mailing. No extra charges to add. All PLANTS ARE UNCONDITIONALLY GUARANTEED TO ARRIVE IN GOOD CONDITION, INSET - FREE, AND TRUE TO VARIETY NAME. Satisfied customers are our best advertisement. If something is wrong with your order, please let us hear from you as soon as possible and a cheerful adjustment will be made. If cold weather in your vicinity makes it impossible for us to ship your order immediately, you will be notified by mail. Growing instructions with each order.



Christmas Orders—Please let us have these the first week in December. The Christmas mail rush is death on anything as delicate as African Violets, and we like to get these out as early as possible.

Substitutions—Filling your order, particularly late in the season when stocks are running low, can be a speedier and more satisfactory process if you suggest substitutions. If you are taking advantage of the Collector's Discount, it is especially desirable for you to do this, since to refund on one or two plants would make you ineligible for the 10% or 20% discount.

Baby Pink—Lovely little miniature pink. Medium green foliage, slightly dentate. Dozens and dozens of little pink blooms. Sweet and different.....\$1.00

Black Magic—Rich velvety purple with a yellow eye here and there to make things interesting. Large double \$1.50

Blue Heiress—A DuPont type. Dentate edge on the gorgeous heavy leaves. Giant-sized flowers that stay on for days and days. Color is a brilliant medium-blue \$1.00

Blue Moon—This has caught on in a hurry. Grand big flat habit. Leaves grow large and symmetrical, ripple slightly. Good strong blue flowers.....\$1.00

Bolero—Dentate, rippled medium-green leaves. Dark purple flowers with frilling at edge of petals \$1.00

California Dark Plum—One of the kinds we never seem to grow enough of. Color is rich and fine. Foliage medium green, pointed ovate, some rippling. Mature plants measure up to twenty-four inches across \$1.25

Double Rose—Double white touched with rose. Soft and lovely. Blooms quite large and profuse. Medium green semi-quilted leaves. Easy to grow \$0.75

Edith Cavelle—Ruffled ivory bloom with lilac tips, bronze green foliage \$1.75

Elf Queen—Miniature lavender, bronze girl foliage. Top petals and lower petal cup together, side petals extend like wings. Grand for plantings in dish-gardens where slow growers are wanted. DO NOT OVER-POT \$1.25

Frilled Blue Delight—Large white flower with blue border, like Blue Delight, except that the edge of petal is frilled. Foliage furls and crinkles \$1.00

Frosty—The first of the new albino types. Leaves are creamy off-white, with mottled green streaking up from the stem. Flower is white with touch of blue at center \$1.75

Geneva Beauty—This is like Lady Geneva except for the foliage. Foliage on this is Mentor Boy type, semi-quilted and much better habit. More durable white edge on flower, too. Same dark blue \$1.50

Geneva Rainbow—Burgundy flower bordered with white at the edge of the petal \$1.00

Glendora—This is an improved blue Geneva girl. Strong, medium green type foliage \$1.75

Gorgeous—Pointed, slick dark green foliage tends to spoon. Flowers burgundy red. Plant grows in beautiful symmetrical pattern. Give plenty of light to bring out pink in leaf reverse and to keep plant growing flat \$0.75

Gypsy Pink Girl—Medium green foilage. Flowers beautiful shade of rose-pink \$1.00

Her Majesty—Large double blooms on girl foliage. Red-lavender \$1.00

Indianola—Pale silvery red-lavender, slightly bi-color tendency. Leaves dusky green color \$1.25

=====04

Innocense—Olive green foliage, magnolia white bloom \$0.75

Juliet—Very dentate rounded leaves. Excellent habit. Double plum colored bloom \$1.25

Lady Loreta—This is a super-Blue Girl. Leaves grow quite wide. Bloom rich blue, quite profuse \$1.25

Lorelei—Lovely pastel violet with white border around the flower. Medium green foliage. Easy to grow \$1.00

Mentor Boy—Tapered, quilted leaves. Very dark blue flowers of grand size and texture. Ready October 1 \$0.75

Neptune—We dropped this a couple of years ago but have had so many calls for it that we grew a few this summer. Red-purple bloom, rounded petals, semi-quilted, dark green leaves \$1.00

Norseman (dark)—Another oldie. Medium green leaves, medium blue flower. Still as lovely as ever \$1.00

Painted Girl—Pure white blossoms bordered with claret-red. Medium green girl foliage \$0.75

Pink Cheer—Pointed, slightly dentate leaves dark green. Generous bloomer. Lovely pink flowers have slender petals \$1.00

Pink Girl—Pale green leaves with scalloping. Clear pink flower \$0.75

Pink Luster—Remarkably profuse, rather small shell-pink flowers. Flowers make up in profusion what they lack in size. Olive green pointed leaves \$1.25

Pink Queen—This is a lot like the old Pink Beauty except that it has a much neater habit. Profuse bloomer. Medium green foliage \$1.00

Pink Shocking—Flat, medium green foliage of beautiful habit. Flowers are a beautiful intense pink \$1.00

Pink Wonder—This has many of the same qualities as Snow Prince. Roundish flower, big round flat leaves, beautiful neat habit. Flowers show lovely clear pink with slightly deeper pink center \$1.50

Pompadour—Magnificent white supreme-type. Rounded, medium-green leaves. Sugar-white blooms are simply huge. Ready Oct. 1 \$1.50

Purity—Snow white double. Pale green ovate foliage \$1.00

=====04

R U S S W A R D
Saintpaulia Growers
JONESBORO, ARKANSAS

Date _____

Ship To_____

Street or R. F. D. _____

Town and State_____

Amount Enclosed \$_____

If this order is being sent as a gift, please write your own name and address below since we would like to notify you of shipment.

Gift Wrapping On Request.

[illegible]

Plant Orders of Less Than \$2.00 Respectfully Declined.

Collector's Discount: If your order totals \$10.00 or more, deduct 10%. If your order totals \$20.00 or more deduct 20%.

ARKANSAS CUSTOMERS: ADD 2% SALES TAX

Cut Along Line

Purple Prince—Old favorite. Red-purple flowers in profusion. Heart-shaped, rich green foliage
\$1.00

Queen Betty—Magnolia white with lavender-pink touch to top two petals. Dark, dark green foliage, tapered
\$0.75

Red King—We haven't grown this in a long time, which is a mistake because it's one of the finest in the "red" group. Vigorous grower, profuse bloomer
\$1.00

Robin Hood—Dark green foliage. Upper petals of flower are deep maroon, almost black. Lower petals good rich burgundy red. Easy to grow
\$1.25

Royal Scott—Also sold as Double Orchid Neptune. Pastel orchid, fluffy blooms show up to advantage against dark green slick foliage
\$1.00

Ruffled Beauty—Very, VERY deeply scalloped girl foliage which flutes and furls. Plum flower shows bi-color tendency. Slow grower
\$1.50

Ruffled Queen—Fine heavy dentate foliage on this DuPont type. Not many flowers but oh, my! enormous size when they come and stay on forever. Flowers red-lavender with deep frilling all around petals
\$1.25

Ruffled Treasure—Delicate ruffled pastel orchid shaded blooms. Wavy foliage
\$1.00

Silhouette—Cornflower blue—wide band of paler blue around border. Medium green ovate foliage
\$1.25

Silver Snow—Marbelized green-and-white foliage. Large bloom silvery-white. Vigorous grower. Ready Oct. 1
\$1.75

Snow Girl—Pure white single flower against pale green foliage, deep scalloping
\$0.75

Snow Girl Deluxe—White flower has tiny touch of color in pink pistil. Leaves are broader, heavier, and a darker color than regular Snow Girl
\$1.00

Snow Prince—Flowers have rounded petals. Foliage medium green, slightly pointed, smooth. On well-grown specimens of this, flowers often attain size of half-dollar
\$1.00

Star Sapphire—Flower shaped like blue five-pointed star. Medium green ovate leaves. Intense sapphire blue flower
\$1.00

Sunglow—Very large fully double rose-orchid blooms on waxy foliage
\$1.50

Thirty-Two—Grows to enormous size. Very slick, ovate, pointed leaves. Uniform color over the pale blue-lavender flowers. Ready Oct. 1
\$0.75

Velvet Girl—Petal tips washed in deep velvety burgundy-red. Rest of flower deep orchid. Girl foliage deeply cut, creamy marking at base of leaf extends well out into the leaf \$0.75

Violet Beauty Girl—The lovely pastel variety, bred with girl foliage. A husky, vigorous plant. Easy to grow. Ready Oct. 1 \$1.25

Violet Glow—Pointed leaves of dark green. Flowers red-violet with tinge of white at edge and at throat of flower \$1.00

White Boy—White single with pastel markings on large flowers. Heart-shaped, medium green foliage \$1.00

White Madonna—Pure white double, girl foliage. Won the National African Violet Award in 1953 \$2.00

White Sailor Girl—A white sport of Sailor Girl. Retains the handsome foliage of the parent. Ready Oct. 1 \$1.00

Wintergreen—Another albino type. Leaves creamy white with mottled green streaking up from stem. Double white flower with touch of blue \$2.00

EPISCIAS

These are extremely sensitive to cold. Please order early in the fall as we will only be able to ship episcias to southern localities after Nov. 1. These are also sold as "Flame Violets", Trailing African Violets and many other names.

Coccinea (Fulgida)—Foliage brown with green veins. Scarlet trumpet-like blossom \$1.50

Mrs. Fancy Haage—Dark green with silver pattern. Blue flower \$1.50

Acajou—Silver and bronze foliage. Scarlet flower \$1.50

Frosty—Green and white leaves. Scarlet flower \$1.75

Potting Mix—Box 9 x 9 x 4 \$1.10

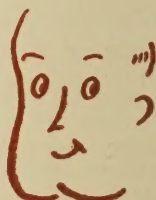
Hyponex—African violet plant food \$0.25

Sodium Selenate—With instructions \$1.00

Vermiculite—Soil conditioner, for rooting cuttings \$0.25

We welcome visitors to our greenhouse. We are located at the edge of the city limits just off Highway 39, South. Coming out south from Jonesboro, take the left turn up the hill just beyond Mooney's Cash Grocery. Open any time, but please don't come after dark or on Sunday morning.

The question customers most often ask is: "How do you get violets to bloom?" You have to remember, of course, that the plants which bloom best are those with optimum growing conditions. Oddly enough, the optimum for violets is also the optimum for YOU, the hobbyist. If your room is hot enough to be uncomfortable for you, your plants are feeling just as droopy as you are. If it's so cool you feel like "huddling up", your plants will "huddle up", too. If your unshaded picture window creates a merciless glare in your living room, you may expect bleached foliage. On the other hand, violets are as desolate in a gloomy, cave-like apartment as is the human occupant. Turn on some lights, or try flourescent lighting.



Violets like company, just like people do. They like other plants around to slow down their rate of evaporation. Only cactus will grow by itself on the desert. Make a window-garden—don't put your poor plant in "solitary".

Did you ever see anybody who could get along without food? Violets can't either. Best to remember, though, that acute indigestion from too much feeding can be fatal to your plants.

Suppose you took no water for a week and then drank enough to "catch up". If you hadn't already died of thirst, you'd drown.

So use the golden rule with your violets. Do unto them as you would have them do unto you.

Yours,

Russward
